

ABSTRAK

Tujuan penelitian untuk mengetahui dan menganalisis pengaruh kualitas pelayanan, *celebrity endorse*, dan *word of mouth* terhadap keputusan pembelian. Obyek yang digunakan dalam penelitian ini adalah konsumen dari CV. ArtheniS Tour & Travel yang bertempat di Jl. Tambak wedi baru 06 Surabaya.

Jenis penelitian ini adalah penelitian kuantitatif. Sampel dalam penelitian diperoleh dengan metode *non probability sampling*, atau secara tidak acak merupakan elemen – elemen populasi tidak memiliki kesempatan yang sama untuk terpilih menjadi sampel. Data penelitian diperoleh dengan membagikan kuesioner penelitian kepada 100 responden yang sudah pernah memakai jasa CV. ArtheniS Tour & Travel pada bulan juni 2019. Teknik analisis data yang digunakan adalah Analisis Regresi Linier Berganda, Uji F, Uji t dengan menggunakan aplikasi program SPSS (*Statistical Product and Service Solutions*).

Hasil penelitian menunjukkan bahwa kualitas pelayanan, *celebrity endorse*, dan *word of mouth* berpengaruh signifikan dengan arah positif terhadap keputusan pembelian. Koefisien determinasi R^2 sebesar 0,258 dapat diartikan bahwa 25,8% keputusan pembelian paket travel dipengaruhi oleh variabel kualitas pelayanan, *celebrity endorse*, dan *word of mouth*. Sedangkan sisanya dipengaruhi oleh variabel lain diluar penelitian ini. dengan hasil tersebut maka variabel kualitas pelayanan, *endorse*, dan *word of mouth* dikatakan mempunyai pengaruh terhadap keputusan pembelian.

Kata kunci : Kualitas Pelayanan, *Endorse*, *Word Of Mouth* dan Keputusan Pembelian

ABSTRACT

The same opportunity to be taken as sample. In buying decision. While, the population was customers of CV. Arthines Tour & Travel which located on Jl. Tambora No. 06, Surabaya. The research was quantitative. Moreover, the data collection technique used non probability sampling, or random sampling, in which all population did not have the same opportunity to be taken as sample. In line with, there were 100 respondents as sample. Meanwhile, the sample was the customers who had the service of C. Arthineess Tour & Travel in June 2019. Furthermore, the instrument used questionnaires which were distributed to the respondents. In addition, the data analysis technique used multiple linear regression, F test, and t-test with SPSS. The research result conclusion service quality, celebrity endorses and word of mouth had positive and significant effect on buying decision. This could be shown as the coefficient determination on R^2 was 0.258. It means 25.8% of buying decision of travel package was affected by service quality, celebrity endorses and word of mouth. On the other hand, the rest percentage was influenced by other variables outside of research. In conclusion, service quality, celebrity endorses and word of mouth had affected buying decision.

Keywords: service quality, endorse, word of mouth, buying decision